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When Daisies bloom and Cherries are ripe — PLANT DAHLIAS — See below.



A LITTLE LADY at the New York Fall Flower Show, last year—Governor F. D. Roosevelt on the left, President Herbert Hoover on the right.

TO BALANCE OUR BUDGET

WE OFFER the two lovely dahlias—sensations at the 1932 New York Fall Flower Show—*Governor Franklin D. Roosevelt* and *President Herbert Hoover*, at less than production cost. Also *Nancy Carroll* that will reign divinely in many 1933 gardens, and collections of beautiful and artistic varieties to add character to your garden this year.

THE “FORGOTTEN MAN” CAN NOW AFFORD TO HAVE \$10 DAHLIAS *These Are Our Last Chance Offers to You*

BALANCING BUDGET COLLECTION

- 1 Nancy Carroll giant semi-cactus, golden orange russet, \$10 in 1931.
- 1 Gov. F. D. Roosevelt, giant decorative, true Jack Rose color, \$10 in 1931.
- 1 Grace, large decorative, waxy white tinted orchid pink, \$10 in 1931.

(As we advertised in other magazines for \$3.00)

Special Price, Above Collection, \$2.00

FORGOTTEN MAN'S COLLECTION

1 Gov. F. D. Roosevelt, 1 Pres. Herbert Hoover, and 10 other high-priced exhibition varieties of our own selection (cannot state names in this advertisement). This is the biggest bargain ever offered to *Dahlia lovers*. Purchasers will be surprised to note the varieties included in this collection. Guaranteed true to name.

Above Collection, 12 Roots, for \$5.00

Remember “GOV. FRANKLIN D. ROOSEVELT” is Chief of all Redmen in the Dahlia World

ALSO ASK FOR LONG ISLAND CUTFLOWER COLLECTIONS

6 famous florists' cutflower and exhibition varieties, \$1; 15 famous florists' cutflower and exhibition varieties, \$2; 25 famous florists' cutflower and exhibition varieties, \$3.

SUNRISE TRAIL CUTFLOWER COLLECTION

100 roots, 4 each of 25 large cutflower varieties, \$10.

We annually grow 20 acres of Dahlias for cut flowers to supply the New York wholesale flower market. 200,000 Dahlia roots in storage for the 1933 season. All above collections supplied only in strong, healthy roots (no plants). All shipments prepaid.

ALL ORDERS FROM THIS ADVERTISEMENT SENT PREPAID



A part of one of our fields of blooms

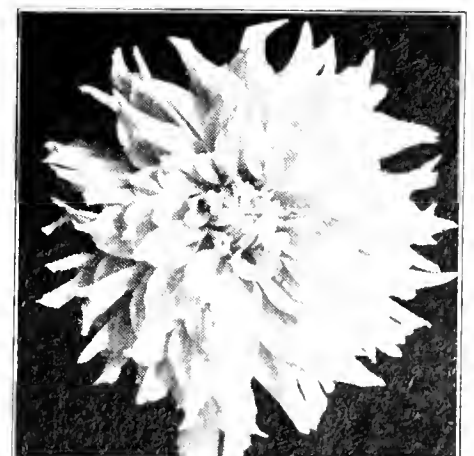
1933 Economy retail price list on request

LOCUST VALLEY DAHLIA FARM

WM. A. FINGER, JR., Mgr.

COLD SPRING HARBOR, L. I., N. Y.

Order these Bargain Collections from this advertisement and kindly mention as advertised in FLOWER GROWER



WHEN TO PLANT

For three generations our family has planted Dahlias when the Daisies start to bloom, and while Daisies are in full bloom in the fields. Last plantings of Dahlias, for Fall Show Exhibition purposes, when the cherries are ripe in your trees.

25% DISCOUNT ALLOWED TO THE TRADE ON ALL ABOVE COLLECTIONS.

